

Information Economics, Spring 2018 (106-2)

Pre-lecture Problems 5

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Note 1. The deadline of submitting the pre-lecture problem is *9:30 am, March 30, 2018*. Please submit a hard copy of your work to the instructor in class. Alternatively, you may submit a hard copy into the instructor's mailbox on the first floor of Management Building 2 by *9:10 am* of the same day. Late submissions will not be accepted. Each student must submit her/his individual work. Submit **ONLY** the problem that counts for grades.

Note 2. Please make your answer as clear (i.e., easy to read) as possible. We reserve the right to take away points when the correctness cannot be easily determined (e.g., when the writing is messy and cannot be easily understood).

1. (10 points with 5 bonus points) Consider the online in-store referral and grocery deliver platform problems. Do one of the following two problems:
 - (a) Find one real-world example of one-way or two-way online in-store referral. List the website names, product names, and links of the products. You may want to print screens to show evidence of referrals. Finally, explain how the websites price the referral services.
 - (b) Find one real-world company that runs a deliver platform. It does not need to be grocery delivery, but it must deliver something by a two-sided mechanism. Provide a link to its website or app. Describe its operation model, pricing plan for consumers, and compensation plan for shoppers/deliverers.

If you do both problems, 5 bonus points will be given.